

In this edition:

- Growing Opportunities for young women at large industrial units.
~ By Sanjay Chittora
- Yuva Mitra: Filling up that missing link between rural youths and market opportunities.
- Case Study: Journey of Narendra Kumar from unskilled construction labourer to skilled mechanic.
~ By Vinod Verma
- Inclusivity in Diversity
- Highlights from the quarter

From Editor's Desk

Dear Reader!

We are bidding farewell to a wonderful year. 2022-23 was an eventful year for STEP Academy. With the support of new funders, we got to deepen our penetration in the formal job market. We have linked more than 600 young women and men to formal job markets through our efforts.

Overall, we reached out to more than 5700 youths through various skill training and placement intervention along with enterprise guidance and support.

Our major focus last year was to reach out to more and more women for our training intervention and the results were also in the same direction.

The impact we try to create in improving the livelihoods of rural underprivileged youths would not be possible without our funders' and donor's support.

The audience of our newsletters has been increasing and showering with love and support. We hope you enjoy reading this edition.

Thanks!



Growing Opportunities for young women at large industrial units.

With a passion for doing something different, Asha Koted joined the placement readiness program of STEP Academy, Udaipur. A resident of Patia village in Kherwada block of Udaipur district, Asha studied till the 12th class. After that, she didn't find a job of her interest. Then through a friend, she got the information about the placement readiness program. During the program, she was introduced to multiple vacancies for

young women in the Motherson automobile assembly plant in the Sanand industrial area of Gujrat. The organization also helped her to face an interview.

Now Asha is working in the company. Even her two co trainees are also been working with her for the last six months.

It is generally believed that, the opportunities for less educated women lie within domestic chores, rural or at most semi-urban market areas. After the STEP team's industrial visit to Sanand industrial area, we explored a number of jobs in Sanand and Bahucharaji industrial areas of Gujrat where we saw a large number of young women who have either completed their matriculation or above levels of education working in

such industrial units that are not only working at the floor level jobs but also in supervisory and managerial roles.

Another interesting view was to see these units who were earlier known for their dust and dirt have now been replaced with clean workspaces with safe machinery with sensors comprising a safe physical set-up for these women. Encouraging women to enter these companies will improve the ratio of participation of women workers in large industries which enables women to aspire for bigger opportunities in non-traditional tech-intensive jobs instead of domesticated household chores imposed by patriarchy.

STEP Academy, Aajeevika Bureau is striving for direct placement opportunities in the formal sector for educated men and women. Last year, we have placed hundreds of youths in formal work sectors in such companies of Gujrat from rural areas of Banswara, Dungarpur and Udaipur. After this visit, we plan to focus on linking more young women to these kinds of job opportunities. To read the full article, refer to this [document](#).

*By Sanjay Chittora,
Program Manager, STEP Academy,
Aajeevika Bureau, Udaipur*

Yuva Mitra

Filling up that missing link between the rural youth and STEP Academy

With more than 16 years of experience in involving with rural tribal youths and linking them to various training and placement opportunities and reduce distressed migration, STEP Academy has now developed the concept of *Yuva Mitra* to work with our target group intensively.

Who is a *Yuva Mitra*?

As the name suggest *Yuva Mitra* concept was developed in STEP Academy to develop a cadre from the community and

who work voluntarily for the youths and community.

Yuva Mitra in STEP Academy is responsible for youth counselling, linking youths to training programs, exploring local and urban placement opportunities for the youths, and organise events like *Yuva Mela*, placement days, alumni meetings among others.

STEP Academy also is responsible for regular capacity building of *Yuva Mitra*.



for the community to understand the needs and demand of youths and enable STEP Academy to design and provide services according to their demand. *Yuva Mitra* cadre has also helped us in developing an ecosystem to encourage youths to make rationale decisions towards their career. They have evolved as strong community representatives

Recently a full day capacity enhancement workshop was organised at STEP Academy, Udaipur where they strengthen their counselling techniques and skills, orientation about upcoming job opportunities for our target youths and importance of *Yuva Mitra* in their communities.



Case Study: Journey of Narendra Kumar from unskilled construction labourer to skilled mechanic

Narendra dropped out of school at a very young age after his father's poor health condition. Father's health condition forced him to support his family financially. He started working as a labourer at the local level. While working, he got into contact with Aajeevika Bureau's Barwara office. He showed interest in STEP's work and was counselled by our worker where is was informed about various skill training programs organized by the organization. Narendra was convinced to enrol on electrical appliances repair training for a month. To practice the learnt skill and to establish himself as a skilled worker, he decided to work under a local service provider at a salary of Rs. 3000.

After gaining good experience, he switched his job and started working at a hotel in Kumbalgadh district where he received Rs. 8000 in a month.

Currently, he is working as a mechanic in a five start hotel chain earning Rs. 15000 per month excluding other social security benefits like, PF, ESIC, paid leaves and gratuity among others. Narendra is now happy to be able to financially support his family and save some money for their future

~ By Vinod Verma

Senior Associate, STEP Academy, Aajeevika Bureau, Barwara, Udaipur

Understanding Gender and Masculinity: Workshop to promote inclusivity in diversity



Workers from development sector are termed as "changemakers" for the society who engage with the community and multiple stakeholders to bring about a positive change in the society. It thus becomes very important to keep ourselves updates regarding the social issues which exist into these spaces. STEP works closely with youths and working around youths issues has been very crucial to our training programs.

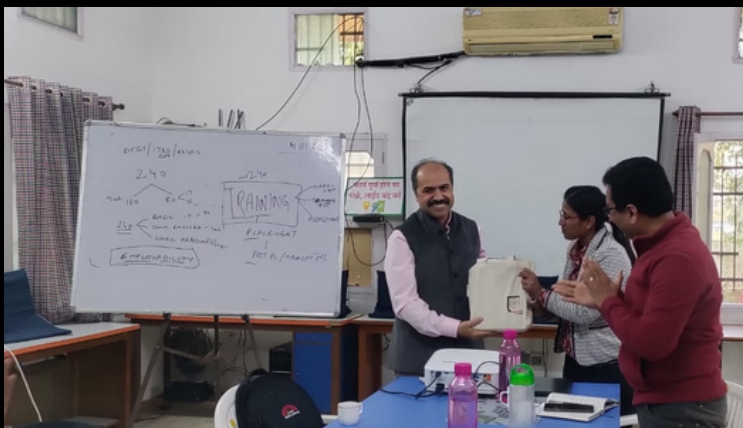
A 3 days' workshop was organised by Aajeevika Bureau for its team to enhance their understanding

and knowledge on the diversity around gender and how to work towards creating an inclusive space at our work place and field areas.

Two resource person from the Y P Foundation facilitated this workshop and multiple discussions around gender, identity, power, sexuality, masculinity were held.

Youths trained from STEP Academy are equipped with life skill sessions which also include discussions around gender and discrimination. This workshop will add dimension to our life skill sessions where we can encourage youth to understand not only about gender binaries but think beyond that. While this workshop was enriching for our team, we also want to ensure that we forward these learnings into the rural communities through youths who are the torch bearers of the society.

----- Glimpses from the quarter -----



Mr. Chetan Kapoor, CEO, of Tech Mahindra Foundation, visited STEP Academy Udaipur to share experiences around skill training and placements in the formal sector



Ms. Shefali Hasija, head of CSR from Angel One Ltd. visited Udaipur and inaugurated our new training centre in Mavli, Udaipur and interacted with our trainees.

----- Glimpses from the quarter -----



Wrapping up Humkadam, a capacity enhancement cum experience-sharing workshop organised by STEP Academy, Udaipur for the Yuva Mitra volunteer cadre to strengthen their understanding and performance.



Mobile Placement Campaign organised to reach out to rural youths from ultra remote areas to raise awareness about multiple placement opportunities in Rajasthan and Gujrat by STEP Academy, Sabla team



Team of Draamebaaz (a theatre group) by Manzil foundation performing their act for trainees at STEP Acacemy, Udaipur where they raised awareness on gender related issues in the middle class indian households through their play, 'Backbone', followed by discussion with the audience

Glimpses from the quarter



Closing of an alumni meet cum focused group discussion to understand the challenges and opportunities of rural entrepreneurs after getting skill training and setting up their own enterprises in their areas. Distributed our annual calendar consisting of monthly training calendar and successful case studies to motivate our alumni and encourage more needy youth to join STEP's training programs



Certification and closing ceremony of a training batch for E-Mitra Operator for young women by STEP Academy in Pratapgrah district of Rajasthan. Women are motivated to start their own enterprise and establish themselves as E-Mitras.



Ongoing practical session of training program for skill in house wiring trade in Banswara.



STEP team counselling youths and orienting them about multiple skill training opportunities at Yuva Mela organised by STEP Academy in Sabla.